

ORDER



Orders
Order / Rev: 707462
Alt Order #: 06283234
Product Desc: OBAMA SCHED C
Estimate: 1617
Flight Dates: 08/20/12 - 08/31/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	55	\$51,000.00	\$43,350.00
08/27/12	09/02/12	53	\$51,000.00	\$43,350.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$51,000.00	\$43,350.00	0.00
September 2012	53	\$51,000.00	\$43,350.00	0.00
Totals	108	\$102,000.00	\$86,700.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WUSA	20%	\$102,000.00
Market	100%	\$510,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$127,500.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$178,500.00
WTTG	20%	\$102,000.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUSA	08/20/12	08/31/12	DT	CM	9a-3p	MTWTF--	:30	18	\$1,000.00	P-2	0.00	NM	38	\$36,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/20/12	08/26/12	MTWTF--	18		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NUSA	08/20/12-08/26/12		DT	9a-3p		(12:30 PM-3:00 PM) MTWThF----	:30	(\$1,000.00)	0.00	NM				

